

CHRONICLE
San Francisco, California
July 18, 1963

Pass the Smokes, Grandmaw!

PRESS RELEASE: "Tobacco commercials are expected to undergo a radical change this fall. Pressure has been brought upon cigarette manufacturers and broadcasters to soft pedal the suggestion that smoking is related to VIRILITY or GLAMOR. The Tobacco Institute has suggested that cigarette commercials in the future should play up the message that SMOKING is a custom for ADULTS."

More than lung cancer, I'm worried about what will become of those youthful twosomes at the waterfall and the pair of young swimmers who reach for a cigarette before they dry off. Where will these adorables find employment this fall? They're too old for Laura Scudder Potato Chips and too young for All-State Insurance.

I can envision the following scripts for tobacco commercials now being prepared for fall television. In keeping with a more mature approach, NEWPORT has been changed to OLDPORT. . . .

OLDPORT COMMERCIAL NO. 83756.

MUSIC: "Home Sweet Home."

SCENE: A large veranda at Meadowbrook Home for the Aged. The lawn sweeps down to a bay dotted with sailboats. It is fall and the leaves are scattered about the veranda. Cricket noises are heard.

Suddenly a MATURE WOMAN comes swinging around the corner of the veranda in a wheelchair, laughing happily. Directly behind, chasing her, is a HANDSOME OLDER MAN also in a wheelchair. He catches up with M. W. at Center Camera. Both are breathless and laughing. The H. O. M. reaches into his bathrobe and offers M. W. a cigarette, careful to hold the package steady as the camera closes in on word OLDPORT.

ANNOUNCER: "WHEREVER OLD FOLKS GATHER, IT'S OLDPORT! THEY WILL NEVER STUNT YOUR GROWTH."



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OLDPORT COMMERCIAL NO. 83757
SCENE: Croquet Court.

TIME: Spring. Trees overhead are in bloom. A butterfly flies past camera.

A close-up shot shows mallet striking ball. Ball hits winning post. The game is over. Mature laughter is heard. Camera pans up croquet mallet to discover a MATURE WOMAN reaching out to accept a cigarette from an OLDPORT pack offered by HANDSOME OLDER MAN. They light up and walk away, MATURE WOMAN leaning on the arm of HANDSOME OLDER MAN. Blossoms sway in breeze.

ANNOUNCER'S VOICE: People who play together, stay together. And people who PLAY pick OLDPORT FILTER CIGARETTES, made with mature tobacco for mature smokers.

CELEBRITY ENDORSEMENT NO. 1083432

(Note: This script was originally prepared for Jon Provost, star of "Lassie" but due to recent rulings, Sophie Tucker has been substituted.)

BACKGROUND MUSIC: Substitute "September Song" for "Rockabye Baby."

SCENE: Social Security Office. Miss Tucker is seen opening her pension check. She looks up. CLOSE-UP. (Note: Don't mind the wrinkles. Get a tight jowl shot.)

MISS TUCKER: "A good smoke nowadays is hard to find. I always look for an ADULT cigarette. None of this greasy kid stuff for me! No Sir!"

She walks off singing "Some of These Days" and inhaling deeply.

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